

## Yuletide Suggestions For Men

Choose For Practicability

### SILK SHIRTS

Make wonderful Xmas presents. Our stocks are very large and we are showing a large variety of patterns and colors at all prices, all sizes, 13½ to 17.

Men's heavy Baby Broadcloth	\$7.65
Shirts	
Men's heavy Satin Stripe Crepe	\$9.85
de Chine	
Men's extra heavy, finest quality Satin Stripe	
Crepe de Chine, Pussy Willow	\$12.65
and La Jerez	
Men's Percal and Madras	\$1.98
Shirts	
Men's Madras	\$2.49
Shirts	
Men's Satin Striped	\$3.98
Shirts	
Men's Flannel Shirts,	\$7.49
\$2.49 to	

### Men's Xmas Neckwear

If In Doubt Give a Tie  
Unmatchable Values At—

55c, 85c, \$1.10, \$1.85, \$2.98

### "Beacon" Blanket Bath Robes

\$5.98

Heavy quality, made with cord and girdle, two pockets, comes in a large assortment of beautiful patterns and colors. All cut full and well made. All sizes.

### Excellent Bath Robes \$7.98

Beautiful bordered robe, some all silk corded trimmed, others are plain, made coat style or bath robe style. Beautifully made and come in large assortment of patterns and all sizes. Other bath robes up to \$22.50.

### Men's Sweater Coats

Shawl collars, two pockets and comes in all colors, all sizes, \$3.98.

### Boys' Sweater Coats \$2.65

Large assortment of styles and colors, in all sizes.

### Men's Hats

#### Make Most Sensible Xmas Gifts

Our men's hat department has a most complete showing of fine felt and imported velvet hats in a large assortment of styles, in all colors, and we price our felts for \$3.35 to \$6.00. Velvet for \$4.85 to \$10.00.

Men's Warm Wool Caps  
98c to \$2.98

The Most Complete Stock  
of Fur Caps in Memphis,  
\$3.98 to \$8.00



Men's Shop,  
Main Floor,  
North Entrance,  
Main St.

**Bry's**  
MEMPHIS, TENN.

Men's Shop,  
Main Floor,  
North Entrance,  
Main St.



"I have been all over town, and Zellner's has the most beautiful line of Hose and Felt Slippers in Memphis."

This comment is heard many times every day.

Every need for the holidays is quickly filled and with the greatest satisfaction to the donor and the lucky wearer.

Exchanges gladly made after Christmas.

When Zellner's policy was changed the profit was cut in two. Under the cash plan the profit has been again cut in two. Increased sales for the year of 160% have helped us do it.

**Zellner's**  
OF MEMPHIS



## "DO NOTS" TO AVOID CHRISTMAS FIRES

Warnings Outlined by Tennessee Fire Inspection Bureau for Home Celebrations.

Holiday fire warnings setting forth the don'ts that should be practiced in every home and store during the holiday season in order that fires may be reduced to a minimum have been received by the Tennessee Inspection Bureau and have been made public in order that Memphis may follow rules set out therein and make each Memphis home a house of merriment on Christmas Day instead of a house of mourning.

The rules laid down for the prevention of fires in the home, with special reference to the Christmas tree, include the following:

"Do not decorate your Christmas tree with paper, cotton or other inflammable material. Use metallic tinsel and other non-inflammable decorations only, and set the tree securely so that the children in reaching for things cannot tip it over.

"Do not use cotton to represent snow. If you must have snow, use powdered mica or asbestos fiber.

"Do not permit children to light or relight the candles while parents are not present. They frequently set fire to clothing instead. Electrical illuminations are safer.

"Do not leave matches within reach of children at holiday time. Candles are meant to be lighted down if children get matches they will experiment with them. They initiate their elders. Do not allow trees to remain inside of buildings after the holidays. The tree itself ignites readily when needles have become dry. A large number of fires usually occur in January from this cause.

"This year above all others see to it that no cotton batters, crepe or tissue paper decorations are used. There are plenty of fire-proof substitutes that are cheap and efficient. Buy them and play safe.

"Do not leave that lighted tree a moment. The modern cheap candle burns rapidly, sheds paraffin down the sides and soon burns over. This exposes more wick and creates a larger flame, and it is but a moment until the pretty taper-bearing branches are but a pillar of fire.

"If you can afford it, use electric lights, but have some one who knows install them.

"Under no circumstances use cotton cloth or cotton flannel in Santa Claus costumes.

"If the householder and housewife will cooperate on the side of safety, there will be no Christmas home fires this year.

"Merchants are particularly warned because of the additional fire hazards which they face with larger quantities of surplus waste paper, packing material and boxes. All of this should be carefully cleaned up and kept in this condition. Boxes of business should be kept clear and extreme care exercised in making counters and shelves safe. Fire escapes should never be blocked nor obstructions placed before windows. Fireproof decorations only should be used in stores, the warning says, and the merchant can help to have a fireless holiday by strictly observing fire prevention rules and by insuring that his employees do the same.

## Xmas Hosiery

Men's hosiery, put up 3 pairs in holly box, 3 pairs, \$1.00.

Men's guaranteed hose, mercerized, all colors, put up 6 pairs in box; guaranteed 6 months; \$2.75 for 6 pairs.

Men's silk fiber hose, 3 pairs in holiday box, for \$1.65 box of 3.

Men's pure silk hose, all colors, 80c.

Men's heavy pure thread silk hose, \$1.15.

Other silk hose up to \$3.50.

To Fortify the System Against  
Colds, Grip and Influenza  
Take  
TASTETONIC  
It Purifies and Enriches the  
Blood. It Builds up and Strengthens the  
Whole System. It Fortifies the System  
Against Colds and Influenza. Price 50c.

## MYSTERY BARREL IS BURNED DOWN

Marine Recruiters Seek Mis-  
creant Who Destroyed One  
of Their Pet Schemes.

The Mystery has been burned! Not the Mystery ship, but the Mystery barrel, and, as a result, the recruiting office of the United States Marine Corps is in mourning.

The barrel was a pet scheme inaugurated by Sgt. Clarence H. Robinson, top "culter" at the recruiting office, for the purpose of securing recruits and the success with which the scheme had met had endeared the old barrel to the Marines.

The Mystery barrel was just an ordinary barrel with a square hole in the top. Above this hole was a sign bearing the words: "For Men Only." Curiosity, that innate quality which prevails to a greater or less degree in all mankind, must have drawn all recruits, because apparent when the little sign above the hole was seen.

The barrel was assigned to duty at Main and Madison and Sgt. Keller, of the Marines, was stationed nearby. Men, women and children peered into the square hole and read a sign urging them to sign up for a "hitch" with the soldiers of the sea. When Sgt. Keller left his post Wednesday to get his lunch, he extinguished the candle which served to light the sign within the barrel, but some cruel person, for whom the Marines are searching, set fire to the barrel and it was destroyed.

Sgt. Robinson console himself with the knowledge that the Mystery barrel, like all Marines, served well while it lasted, for several recruits were secured as a result of the novel scheme. The sergeant relates a story in reference to the barrel on the second day of its appearance on the street.

An elderly woman saw the sign on the barrel, "For Men Only," but her curiosity got the best of her and she peered in. Appreciating the pulling power of that little sign she stood guard for more than an hour and when other members of the more deadly sex exhibited signs of curiosity she advanced with the information, "It's all right, honey, I have looked at it and it won't hurt you; just go ahead and look at it."

Thus it was that the Marines acquired another booster for the corps.

FIX MILITARY TERMS.  
PARIS, Dec. 10. (Havas).—Technical officers who have been considering modifications of the military law to be submitted to the government, have agreed upon a bill fixing the duration of military service at two years, according to the Eclair.

ESTHONIA AGREES TO AID  
IN PETROGRAD CRISIS

HELSINGFORS, Dec. 10.—Esthonia has agreed to return arms to the North-western Russian army and participate in an attack on Petrograd if the allies and Admiral Kuznetsov, of the Omsk government, recognize the independence of Esthonia, according to newspaper dispatches received here. It is said this agreement was incorporated in an answer to an allied note received by Esthonia recently.

DISARM 8,000 RUSSIANS.  
BERLIN, Dec. 10.—Eight thousand Russians who returned to Germany with Col. Avasoff-Bermond, commander of the recent offensive against Riga, have been disarmed and are being confined at Danzig, Naumen and Grabow, Posen. They will be held until opportunity is given to send them back to Russia.

MAJ. ARMES DEAD.  
ATLANTIC CITY, N. J., Dec. 10.—Maj. George Augustus Armes, U.S.A., retired, the last surviving member of the staff of Maj. Gen. Winfield Scott Hancock in the Civil War, died at his home in Ventnor yesterday. He was 75 years of age.

DEPUTY IMPROVED.  
MONTEVIDEO, Dec. 10.—Deputy Anderson, a leader of the nationalist party, has been imprisoned on orders from President Bruz, who accuses him of extracting official documents from election lists and publishing them in violation of the law.

Ladies, We Know  
The brand of cigars the men prefer.  
Order Summison's Tadmora, Julia Mary, Iowa, Deco or Eclair.

"Well, they told me down in a clothing store that you couldn't buy a wool suit under \$50 this year."

The above is a statement made daily by men in this big Main Floor Clothing Store. Incidentally, these men leave convinced that all-wool clothing CAN be bought for less—a whole lot less.

## The Reason Is No Secret!

ANY MERCHANT CAN DO IT—HERE IT IS:

Go to the Eastern clothing markets—direct to manufacturers, thereby eliminating the jobber's profit, and insuring a good selection of patterns. Do not buy a year in advance, and, above all, do not fall for the bunk the salesman hands you about the awe-inspiring advances to come.

Pay cash on delivery, direct from the clothing manufacturer and there will be plenty anxious to sell you all-wool clothing you can sell for much less than \$50.00 or even \$40.00.

## Monroe Clothes

PURE ALL-WOOL CLOTHING AT

**\$25-\$30-\$35**  
Every Suit a Real Value

Suits that are single-breasted, suits that are double-breasted, suits that have belts and those that haven't, suits in all the proper styles and in the favored shades and materials are ready here to gratify your desires for the finest in clothing. All of them smart in their appearance, perfectly made and each one has our guarantee of absolute satisfaction. Their excellence calls to you to choose from them.

## Late Arrivals In Overcoats

Stylish, up-to-date models, excellent warm wool fabrics, in desirable weight and service-giving guaranteed qualities.

Chesterfield, Ulsters, Ulsterette, all styles, with or without belt. The values are very exceptional.

(Main Floor.)

A Special Purchase of  
2,500 Pairs Men's Trousers  
\$4.00, \$5.00, \$6.00, \$7.50

Worsted, Cheviots, Casimeres and Tweeds, good warm heavy weights, splendid selection of patterns and colors, all sizes.  
600 pairs of all-wool navy blue, Serge \$6.50  
Trousers, all sizes, 25 to 32.

(Main Floor)

**Bry's**  
MEMPHIS, TENN.

MEN'S AND YOUNG  
MEN'S RAINCOATS

Very practical for cool as well as rainy weather. Made of suedes and tweeds, in the new all-round belted style. Sizes for men and young men. An exceptional group at an exceptional price.

**EXTRAORDINARY SALE OF  
Fur Hats**

FOR SATURDAY SELLING **\$5** THE BETTER GRADES

Furs—Rich quality—French Seal (dyed Coney), Moline (dyed Coney), and Nutria.

Crowns of Brown, Navy or Black Satin, or Moire; of Brocade, Gold Net, or of brilliant colored Panné Velvet.

Trimmings of Fruit or Flower clusters, or of Jet or Jeweled Ornaments.

Styles of refinement and distinction—Tricornes, Chin-Chins, Toques, close fitting, wearable shapes; the new Paris modes that roll back from the face, the shapes with little brims—a wide range of picturesque and becoming models.

**Bry's**  
MEMPHIS, TENN.

Millinery Salon—Fourth Floor.

**Tickle Tickle Tickle**  
That's What Makes You Cough

**Hayes' Healing Honey**

**Stops The Tickle  
By Healing The Throat**

35c per Bottle